

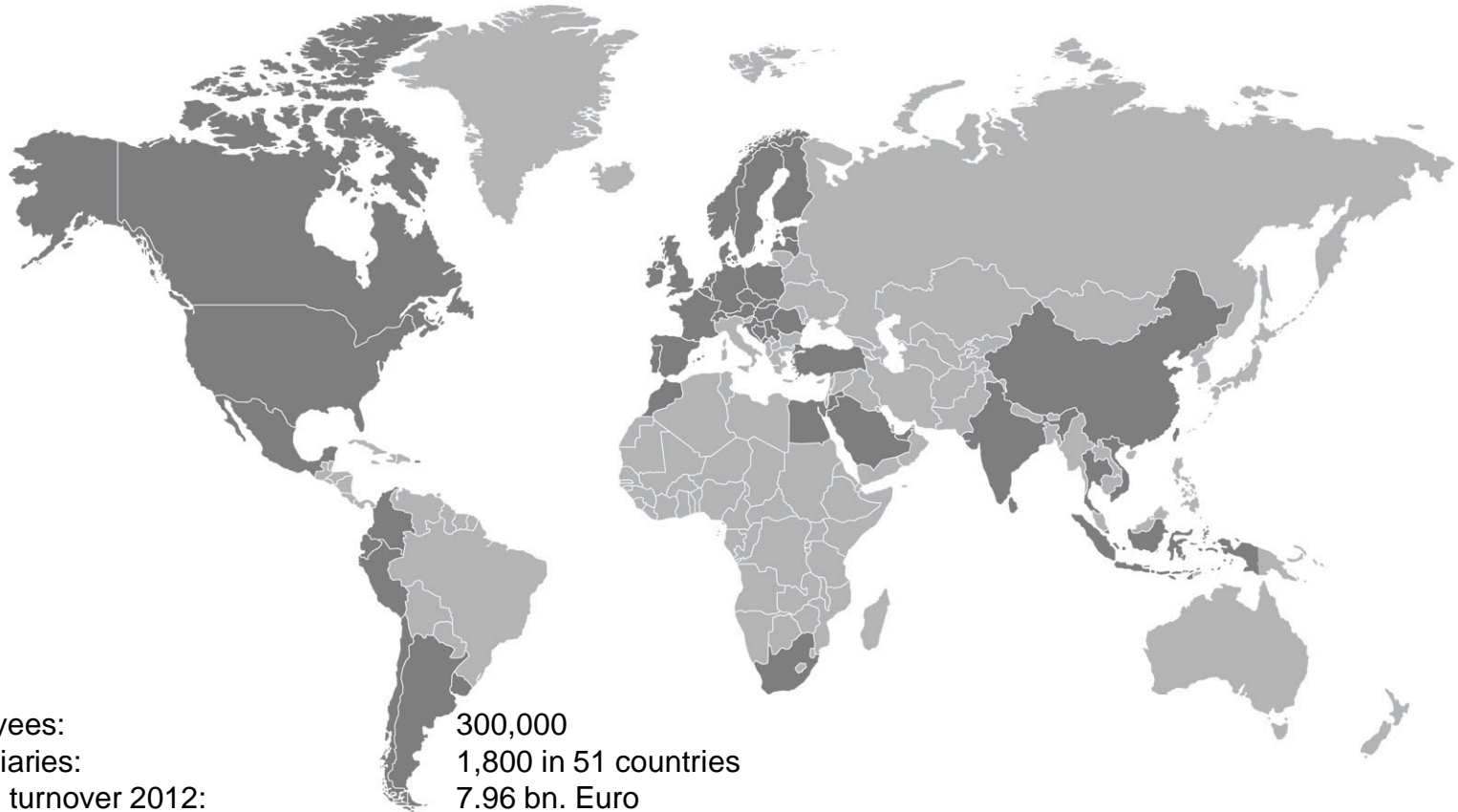
September 2013 – Oliver Harrer



# Video Monitoring as a Service (VMaaS)



# Securitas – A global market leader



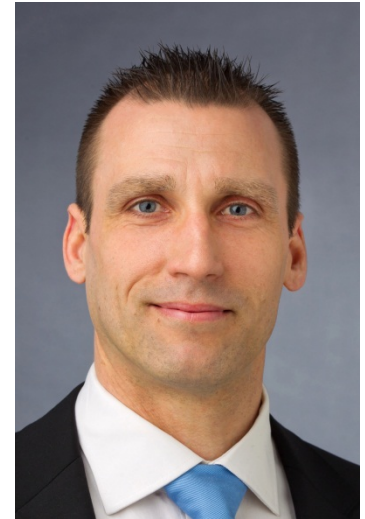
Employees:	300,000
Subsidiaries:	1,800 in 51 countries
Annual turnover 2012:	7.96 bn. Euro

## Market Share

Security Services Europe	19 %
Security Services Northern America	18 %
Security Services Ibero-America	14 %

## Mag. Oliver Harrer

- Pre-Securitas
  - Sales of technical and telematic products and services for military use
  - Logistic concept development for patient safety
- Since 04/2012  
Manager Securitas Alarm Monitoring Center
- Since 01/2013  
Managing Director Securitas Video Monitoring GmbH



# The initial video situation of Securitas



- Focus on video monitoring solutions as a key service
- Acquisition of a video monitoring center and foundation of the Securitas Video Monitoring GmbH on 1.1.2013
- 2 different locations using video connection for surveillance or alarm verification
- 15 different video systems (Allnet, Dallmeier, Divis, Geovision, Geutebrück, Heitel, HikVision, KIWI, Milestone, Mobotix, SeeTec, Siemens, Syac, systems using FTP-upload, www-systems)
- No control center solution but many client applications
- More than 250 different locations were connected
- More than 700 cameras were permanently displayed



# The tradeoff between reality and...



How to monitor hundreds/thousands of cameras without missing any critical event?



Interception: you don't think that is a problem?



[http://www.youtube.com/watch?v=KB\\_ITKZm1Ts](http://www.youtube.com/watch?v=KB_ITKZm1Ts)

...and the expectations of the stakeholders



The technical solution in Austria was the implementation of the KIWI-Video Control Center software that

- unifies all standards and formats in one system (i.e. unified interface for all video systems)
- is modular and fully scalable (in respect of workstations and cameras)
- allows alert-triggered display of video streams
- uses high-end video analytics
- enables video surveillance as a cloud service
- is a future proof investment
- provides full back-up functionality between different monitoring stations



- Using video intelligence led to a reduction of images displayed (from 36 down to 12 per monitor) and therefore to higher concentration of the workers.
- The reduction of images displayed led to a postponement of the employment of an additional monitoring worker and therefore to higher contribution margin as well as to higher revenue.
- The postponement of the employment of an additional monitoring worker led to a postponement of the investment in a 3<sup>rd</sup> workstation.
- Handling different video systems by one VCC led to competitive prices on the market.
- The unified user interface led to a reduction of processing errors and therefore to a reduction of customer complaints.
- Using video analytics enables Securitas to offer a wide range of VMaaS.

# Evolution of VMaaS



## Video Monitoring as a Service:

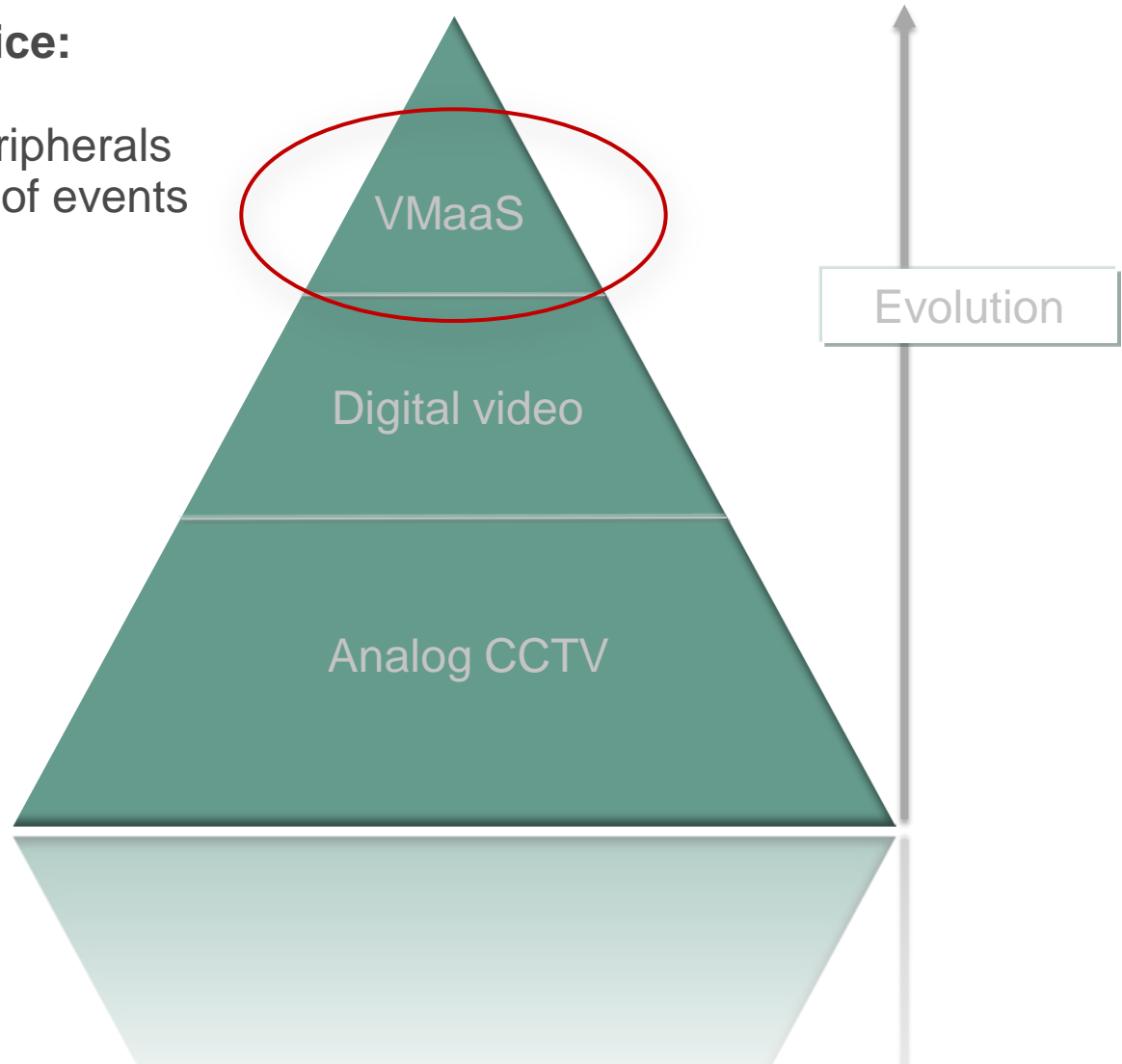
- Advanced analytics
- Automatic activation of peripherals
- Allows rule based filtering of events

## Digital video:

- Primitive analytics (motion detection)
- Operators alerted

## Analog CCTV:

- No intelligence
- Operators watching TV



# Core competences in combination



## *Specialized Guarding*



All inclusive concept combining core competences in a combined service solution.

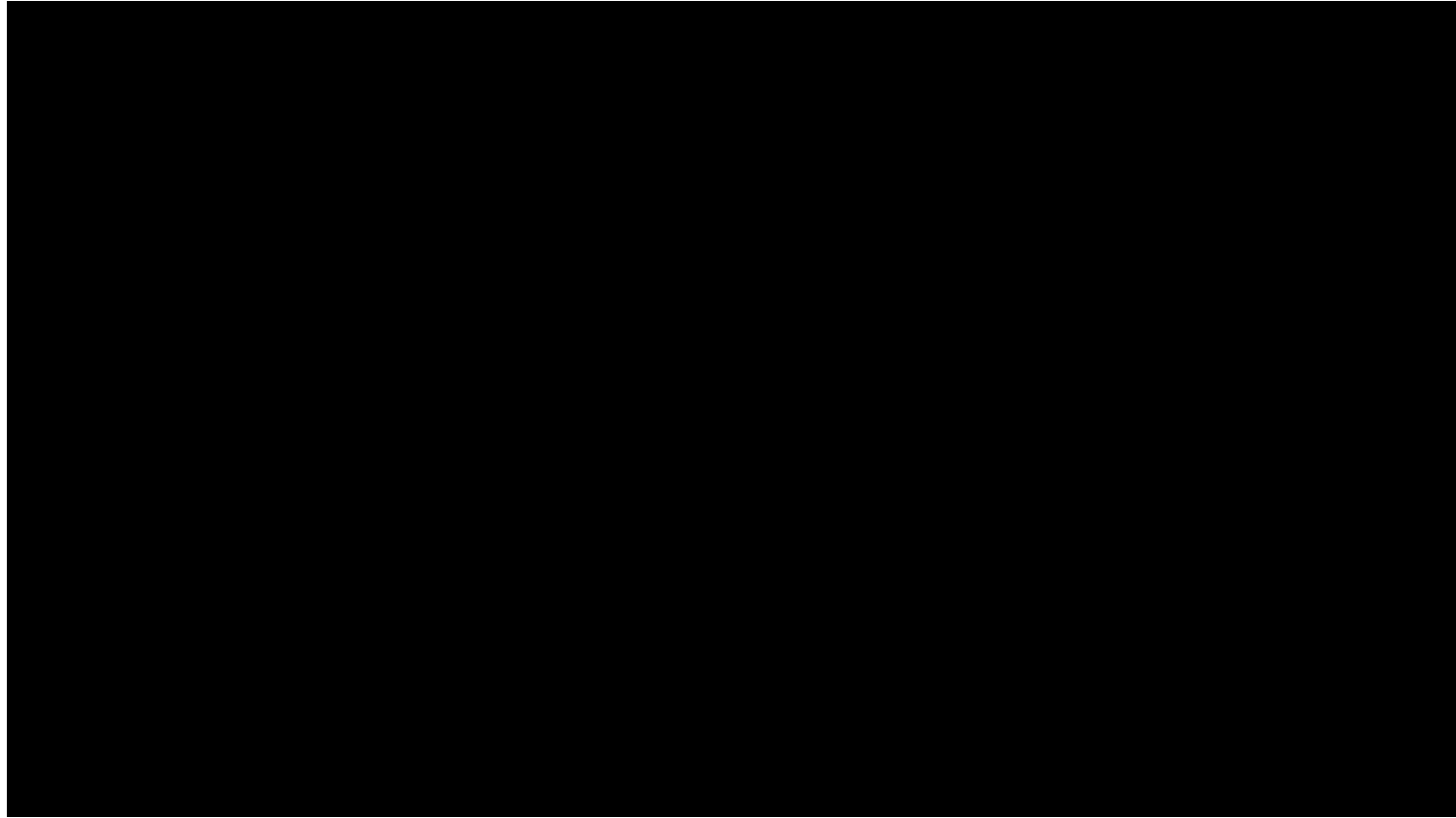
*Technology*



*Remote monitoring*

*Combining the advantage of human interaction with the presence and of technology*

Finally to give you some idea of the journey...





Integrity | Vigilance | Helpfulness

[securitas.at](https://www.securitas.at)